



THIS IS WHY WE SET UP THEJOURNAL.IE  
PUBLISHING 360, 30 APRIL 2014

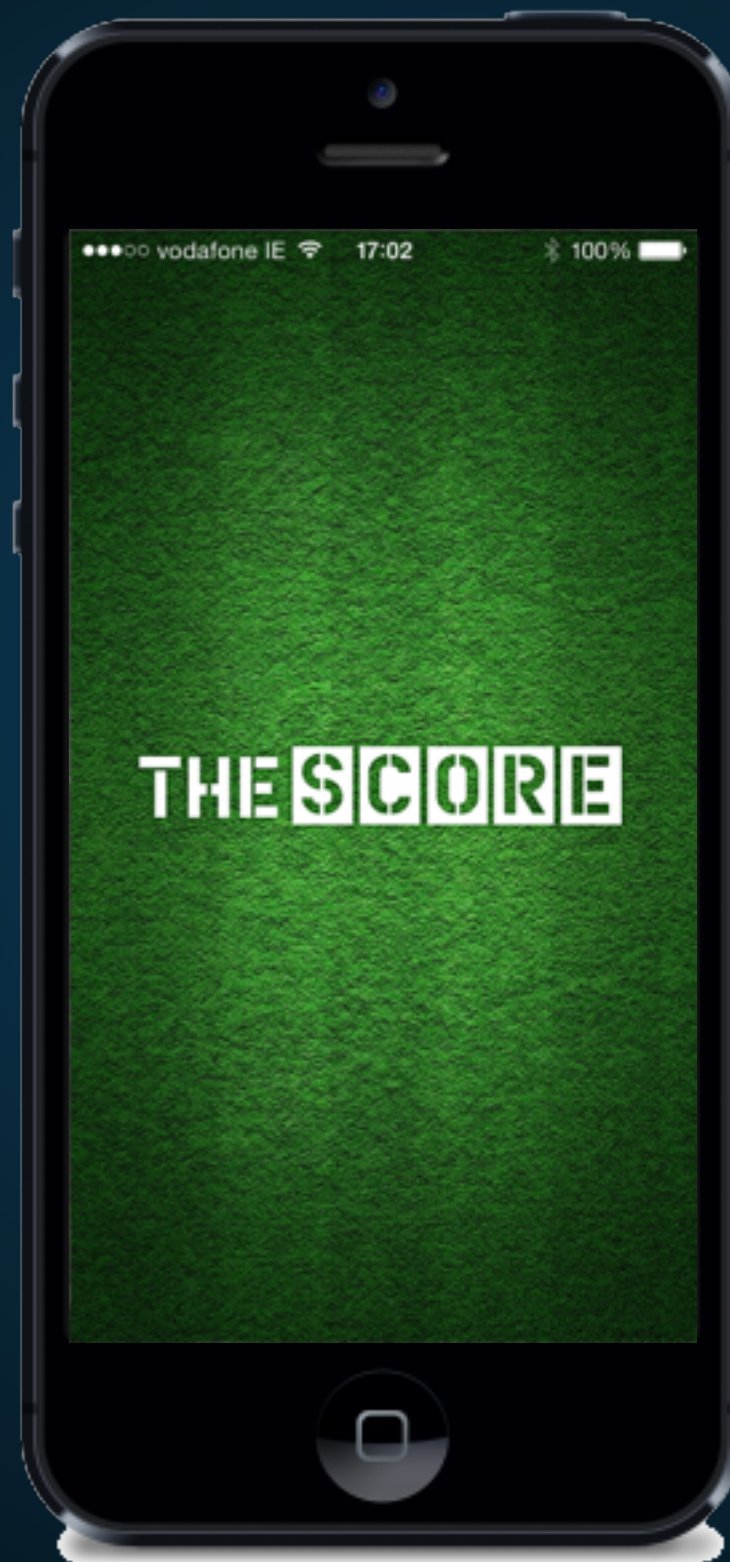
ADRIAN ACOSTA, COO JOURNAL MEDIA

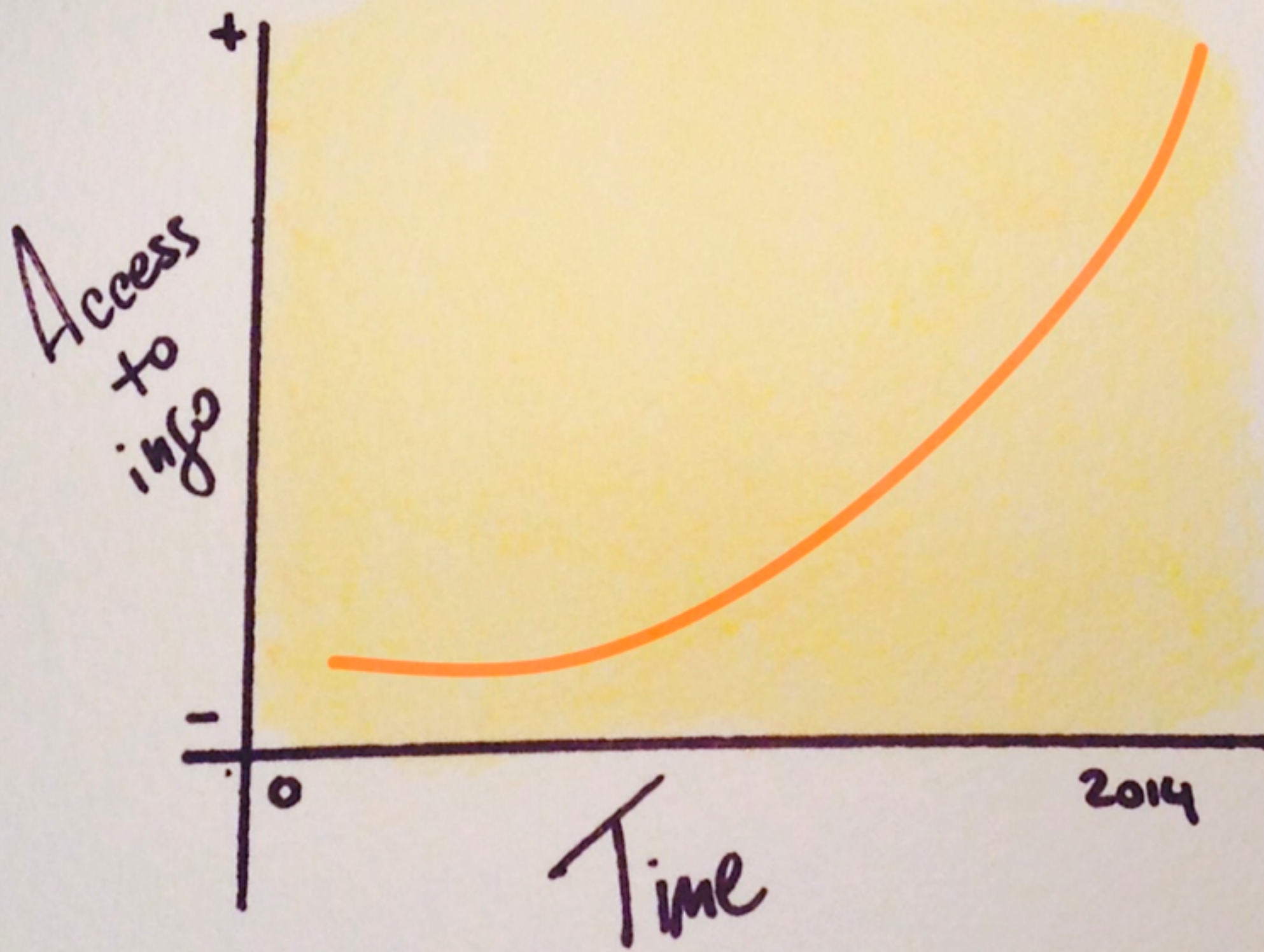




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ILLUSTRATIVE



**READERS**

**ATTRACTS AND  
KEEPS ATTRACTING**

**ENGAGEMENT /  
ATTENTION**

**EDITORIAL  
INNOVATION**

**PRODUCT  
INNOVATION**

**PROVIDE  
FUNDING**

**MARKETING  
OPPORTUNITIES  
AND SOLUTIONS**

**ADVERTISERS**





# SOCIAL

My Twitter Followers according to [twilk.com](http://twilk.com)



# PERSONALISED

A large, dense crowd of LEGO minifigures is shown, filling the frame. The figures are highly varied in their accessories and outfits, including a green alien-like head, a pink mohawk, a magnifying glass, a blue helmet, a black and white striped shirt, a blue and red mask, and a black and white mask with a skull. The background is a blurred sea of more figures, creating a sense of a vast, diverse community.

Screengrab from LEGO by Guilherme Marcondes



# MOBILE





# FAST



Screengrab from Red Bull STRATOS



# ENTERTAINING



Doc Banksy by Jeremy Brooks (CC)

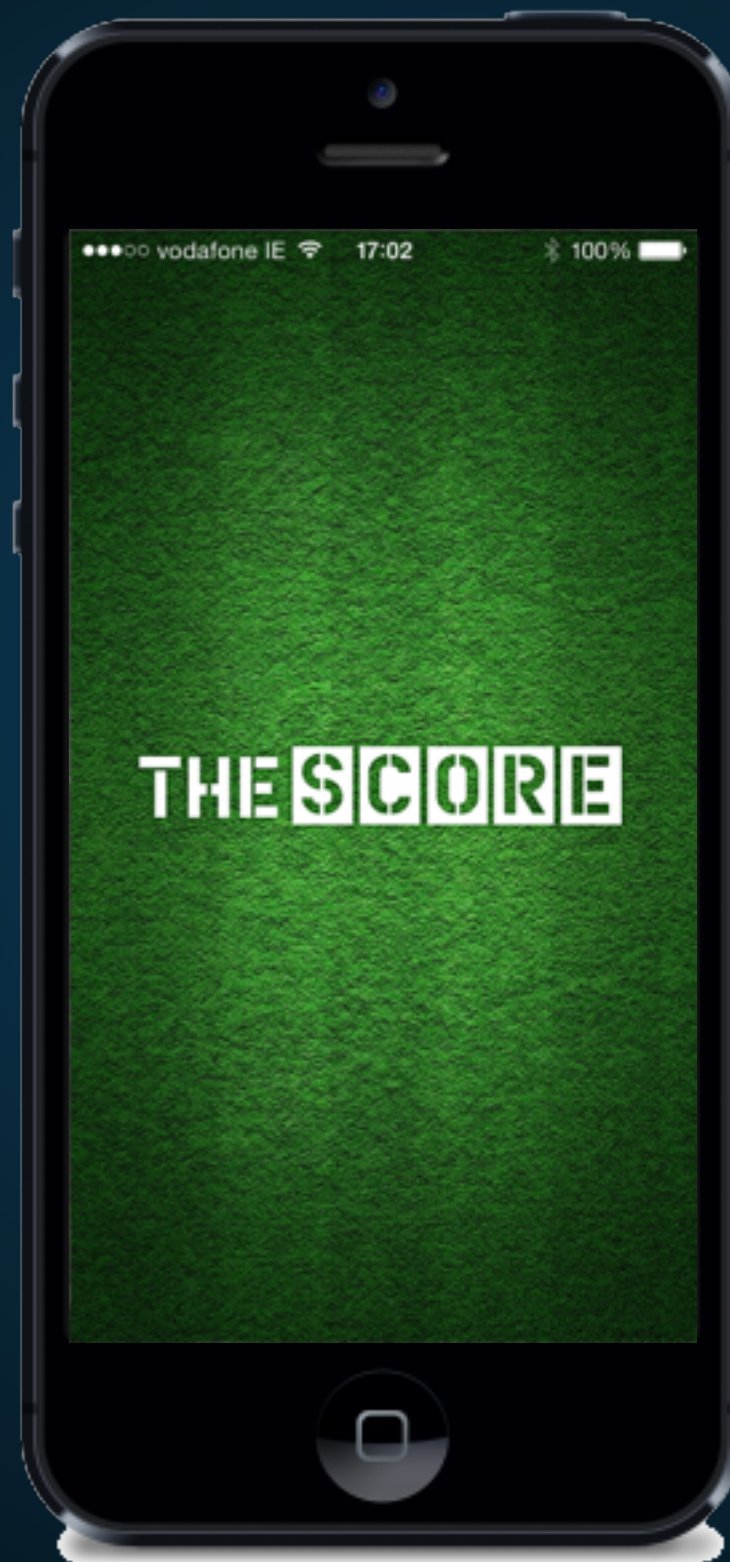


A black and white photograph of a person with long dark hair, wearing a light-colored jacket, holding a spiral-bound notebook. The notebook has the words "FREE HUGS" written in large, bold, black capital letters. The person is looking down at the notebook. The background is blurred, showing some foliage and a fence.

**FREE**

Free Hugs Campaign by Jesslee Cuizon (CC)







# QUESTIONS?



# THANK YOU!

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